



UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:  
Michael Gilfix, et al.

Serial No.: 10/687,239

Filing Date: October 16, 2003

Title: Interactive, Non-intrusive Television  
Advertising

Mail Stop: DD  
Commission for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Group Art Unit: 2671

Examiner: Unassigned

Docket No.: AUS920030360US1

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Date:

May 14, 2004

Signature:

Catherine Berglund

Catherine Berglund

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Dear Sir:

Submitted herewith are patents, publications or other information of which the undersigned is aware, which he believes may be material to the examination of this application and in respect of which there may be a duty to disclose in accordance with 37 CFR 1.56.

While this Information Disclosure Statement may be "material" pursuant to 37 CFR 1.56, it is not intended to constitute an admission that any patent, publication or other information referred to therein is "prior art" for this invention unless specifically designated as such.

In accordance with CFR 1.97(b) the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 CFR 1.56(a) exists.

This Information Disclosure Statement is filed before the mailing date of a first Office Action on the merits. 37 CFR 1.97(b).

A list of the patents(s) and/or publications(s) is set forth on the attached Forms PTO/SB/08a & b.

A concise explanation of the items listed on PTO/SB/08a is not given.

The person making this statement is the attorney who signs below on the basis of the information in the attorney's file.

Respectfully submitted,

Date: 5.14.04

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**TRANSMITTAL  
FORM**

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Total Number of Pages in This Submission

43

Application Number

10/687,239

Filing Date

10/16/2003

First Named Inventor

MICHAEL GILFIX

Art Unit

2671

Examiner Name

Unknown

Attorney Docket Number

AUS920030360US1

**ENCLOSURES (Check all that apply)**

- ☐ Fee Transmittal Form
- ☐ Fee Attached
- ☐ Amendment/Reply
- ☐ After Final
- ☐ Affidavits/declaration(s)
- ☐ Extension of Time Request
- ☐ Express Abandonment Request
- ☒ Information Disclosure Statement
- ☐ Certified Copy of Priority Document(s)
- ☐ Response to Missing Parts/Incomplete Application
- ☐ Response to Missing Parts under 37 CFR 1.52 or 1.53

- ☐ Drawing(s)
- ☐ Licensing-related Papers
- ☐ Petition
- ☐ Petition to Convert to a Provisional Application
- ☐ Power of Attorney, Revocation
- ☐ Change of Correspondence Address
- ☐ Terminal Disclaimer
- ☐ Request for Refund
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- ☐ After Allowance Communication to a Technology Center (TC)
- ☐ Appeal Communication to Board of Appeals and Interferences
- ☐ Appeal Communication to TC (Appeal Notice, Brief, Reply Brief)
- ☐ Proprietary Information
- ☐ Status Letter
- ☒ Other Enclosure(s) (please identify below):
- Forms PTO/SB/08a & b; References; and Return Postcard.

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**SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT**

Firm  
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John Biggers  
Reg. No. 44,537

Signature

*John Biggers*

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INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT

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Sheet 1 of 2

Application Number	10/687,239
Filing Date	10/16/2003
First Named Inventor	Michael Gilfix
Art Unit	2671
Examiner Name	Unknown
Attorney Docket Number	AUS920030360US1

## U.S. PATENT DOCUMENTS

Examiner Initials*	Cite No. 1	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code <sup>2</sup> (if known)			
		US- 2002/0184623 A1	12-05-2002	Hodge et al.	
		US- 2002/0069405 A1	06-06-2002	Chapin et al.	
		US- 2002/0194592 A1	12-19-2002	Tsuchida et al.	
		US- 2002/0174430 A1	11-21-2002	Ellis et al.	
		US- 2002/0056136 A1	05-09-2002	Wistendahl et al.	
		US- 2001/0023436 A1	09-20-2001	Srinivasan et al.	
		US- 2002/0133827 A1	09-19-2002	Newnam et al.	
		US- 2002/0120934 A1	08-29-2002	Abrahams	
		US- 2002/0194590 A1	12-19-2002	Pong	
		US- 2002/0083469 A1	06-27-2002	Jeannin et al.	
		US- 2002/0080163 A1	06-27-2002	Morey	
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		US- 6,292,187 B1	09-18-2001	Gibbs et al.	
		US- 5,929,850	07-27-1999	Broadwin et al.	
		US- 5,987,509	11-16-1999	Portuesi	
		US- 6,496,981 B1	12-17-2002	Wistendahl et al.	
		US- 6,275,989 B1	08-14-2001	Broadwin et al.	
		US-			
		US-			

## FOREIGN PATENT DOCUMENTS

Examiner Initials*	Cite No. 1	Foreign Patent Document	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	T <sup>4</sup>
		Country Code <sup>3</sup> "Number" "Kind Code" (if known)				
		WO 02/05568 A2	01-17-2002	Link		

Examiner  
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/Jason Thomas/

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12/12/2007

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2

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2

10/687.239

10/16/2003

Michael Gilfix

2671

Unknown

AUS920030360US1

Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.

T2

ZHU et al.; XML Based Interactive Video and Data Services over Cable;  
03/11/2003; pp 3-4; Idea Group Publishing, Hershey, USA

12/12/2007

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